



MakeWork Grant Guide

Calendar

Release of MakeWork grant applications: April 9, 2010

MakeWork Deadline #1: May 7, 2010 - \$30 application fee (applications must be submitted online before 12 am EST and application fees must be postmarked by May 7, 2010)

MakeWork Deadline #2: May 14, 2010 - \$45 application fee (applications must be submitted online before 12 am EST and application fees must be postmarked by May 14, 2010)

Award Notification: July 2, 2010

Award Period: July 2010 - August 2011

Application fees can be paid via check or money order. Applications received after the deadline will not be considered.

The application fee can be mailed or hand delivered to:

**MakeWork c/o CreateHere
55 East Main Street, Suite 105
Chattanooga, TN 37408**

If you have questions regarding submission of the application, contact Jessica Martin at jessica@createhere.org or 423.648.2195.

Eligibility and Award Requirements

Grants are available to individuals or small, unincorporated groups of collaborating artists (e.g.: guitar duo, jazz quartet, dance group) and are open to a wide range of creative enterprises:

Performing Arts: Dance, Music, Opera, Theatre, Musical Composition, DJ, Entertainment

Visual Arts (2D): Drawing, Painting, Photography, Graphic Design, Web Design, Film, Folk Art

Visual Arts (3D): Crafts, Textiles, Sculpture, Architecture, Landscape Architecture, Interior Design, Fashion Design

Literary Arts: Literature, Spoken Word, Nonfiction, Cultural Academics

Culinary Arts: Fine Cuisine, Baking & Pastry Arts, Winemaking, Brewing, Chocolatiering

New Media: Digital Art, Computer Graphics, Computer Animation, Virtual Art, Internet Art, Interactive Art Technologies

Other:

The following eligibility requirements must be met by all applicants:

- At least 18+ years of age
- A citizen of the United States
- Actively working in their artistic discipline
- A resident of the greater Chattanooga area within a 50-mile radius of downtown Chattanooga
- Committed to complying with all recipient requirements, if awarded (see below)

The following eligibility restrictions apply:

- Full-time undergraduate students enrolled in any degree program are not eligible to apply
- Organizations are not eligible to apply
- If applying as a group, the applicant(s) must be able to demonstrate that each member of the group has been involved in the planning process
- An applicant is only eligible to apply in one grant category
- An applicant cannot submit as part of a group and as an individual; one or the other will be accepted
- Prior MakeWork grantees are not eligible to apply in this competition; grantees may not receive more than one MakeWork grant within a 3-year period

Award Requirements:

If awarded partial or full funding, an award payment schedule will be established and recipients will be required to:

Provide proof of identity and residency status before receiving any funds; acceptable forms of identification and Chattanooga residency status include:

- A valid drivers license with current local address or state-issued identification card (preferred verification source)
- Or one of the following: printed check, utility receipt, rent receipt, one piece of cancelled mail to current address and identification

Provide a completed W-9 prior to receiving any award funds

Submit bi-monthly and final reports, including receipts for expenses for which funds have been used

Attend all four MakeWork Sustainability Sessions.

Commit to a public showcase of work created within the grant cycle.

Grant Categories

Grants will be awarded in three categories: Project, Studio Assistance, or Career Advancement, with the maximum award being \$15,000. Grant awards may be approved for full or partial funding, and the number and amount of grants are awarded solely at the discretion of the jury panel. An applicant can only submit in one category and cannot submit as part of a group and as an individual—only one or the other will be accepted.

Please pay close attention to the types of activities and restrictions when deciding which grant category to target. Applicants are not required to match the grant award. Each category has the same deadline, award amount maximum and award period, as outline below.

Project Grants

The MakeWork Project Grant supports individual artists in all disciplines with project-related costs that allow the artist(s) increased time to research and develop ideas or new works. The specific definition of eligible projects is purposely left flexible to respond to the artist's ideas, dreams, and needs. At its core, MakeWork challenges artists to create distinctive projects that push the limits and extend Chattanooga's cultural capital. Applicants must propose a project, or phase of a project, that can be realized within the requested budget and completed within the one-year award period.

Examples of Eligible Expenses

- Artist's salary for effort committed to the project
- Purchase of art supplies or equipment
- Travel expenses related to the production of a project
- Production of a new work
- Projects which seek to advance an art form or involve interdisciplinary collaboration with other artists or non-artists

Examples of Activities Not Supported

- Projects or activities that are already receiving funding from CreateHere through other grant programs, with the exception of ArtsMove
- Capital improvements (construction, renovation, the purchase of permanent fixtures or

real property)

- Deficits or expenses incurred prior to or after the grant period
- Travel that is not directly related to and justified for the project
- Programs, projects or events that are extensions of training in academic programs for which participants receive academic credit
- Scholarships, purchase of awards or cash prizes
- Benefits or projects planned primarily for fundraising
- Loans, interest on loans, fines, penalties or costs of litigation
- Refreshments, beverages, catering expenses or other costs associated with receptions
- Programs, projects or activities with a primary purpose that is religious in nature

Studio Assistance Grants

The MakeWork Studio Assistance Grant supports individual artists in all disciplines with the costs of maintaining a working studio. At its core, MakeWork challenges artists to create distinctive projects that push the limits and extend Chattanooga's cultural capital. Studio assistance activities must be completed within the one-year award period.

Examples of Eligible Expenses

- Costs of operating a studio (e.g. rent, equipment that is integral to the artist's work, and other operating costs that allow the artist to produce their work)

Examples of Activities Not Supported

- Projects or activities that are already receiving funding from CreateHere through other grant programs, with the exception of ArtsMove
- Creation of a new project or new phase in a project (only appropriate for Project Grant category)
- Capital improvements (construction, renovation, the purchase of permanent fixtures or real property)
- Deficits or expenses incurred prior to or after the grant period
- Programs, projects or events that are extensions of training in academic programs for which participants receive academic credit
- Scholarships, purchase of awards or cash prizes
- Benefits or projects planned primarily for fundraising
- Loans, interest on loans, fines, penalties or costs of litigation
- Refreshments, beverages, catering expenses or other costs associated with receptions
- Programs, projects or activities with a primary purpose that is religious in nature

Career Advancement Grants

The MakeWork Career Advancement Grant supports individual artists in all disciplines with the costs of participating in professional development and skill building that will advance their work and careers. At its core, MakeWork challenges artists to create distinctive projects that push the limits and extend Chattanooga's cultural capital. Career advancement activities must be completed within the one-year award period.

Examples of Eligible Expenses

- Conferences, workshops, retreats, institutes, residencies, master classes, short-courses, festivals or seminars that focus on developing an artistic or business aspect of the artist's career
- Travel expenses related to career advancement activities
- Study with a mentor
- Preparation of an artist portfolio, work samples, marketing materials, or websites
- Participation in a performance, festival, reading, or exhibition opportunity of significance
- Fees for consultations in an area of career development
- Exposure of the artist's existing work to a broader public base or attendance at events where there is a chance to expose work to presenters and/or agents
- Notification of collectors, curators, presenters, and/or the public of a major show where the artist's work will be included

Examples of Activities Not Supported

- Projects or activities that are already receiving funding from CreateHere through other grant programs, with the exception of ArtsMove
- Creation of a new project or new phase in a project (only appropriate for Project Grant category)
- Capital improvements (construction, renovation, the purchase of permanent fixtures or real property)
- Deficits or expenses incurred prior to or after the grant period
- Programs, projects or events that are extensions of training in academic programs for which participants receive academic credit
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How to Apply

Submission Process

MakeWork grants in all three categories must be submitted online via the MakeWork website at http://createhere.org/arts/makework_apply. Full instructions for the online system are available on the MakeWork website. Below is a summary of the forms and attachments applicants must complete for submission.

Application Form: The online application form will include your contact information, the grant category you will target, a grant title, grant description, project budget, and several supporting file attachments. Please choose your grant category carefully to ensure your project is targeted to the appropriate jury; see eligible expenses and restrictions for each category as described earlier in this guide.

Grant Title (limited to 75 characters): The project title is completed within the application form and should provide a creative description of the proposed grant project.

Grant Description (limited to 200 words): The grant description is completed online within the application form and provides an opportunity for you to describe the creative focus of your work and career and will aid the jury in assessing your professional commitment to your work.

Grant Budget: The grant budget form is completed online and allows you to describe all costs associated with your proposal, including additional costs for the project beyond the MakeWork grant award. The budget should be organized, descriptive and as specific as possible at this phase of your project planning. A well-planned budget will aid the jury in the evaluation of your proposal and will strengthen the entire application. The Budget Planning section of this guide provides additional guidance.

Narrative (answer each of the following questions in 200 words or less):

The supplemental narrative is completed online within the application form. You will be required to respond to four questions online, and responses are limited to 200 words for each question. For planning purposes, these responses can be completed in a separate document file and can be copied and pasted into the online form for submission. In most cases, formatting (e.g. bullets) will not copy into the form; be sure to check the responses carefully for any formatting errors. The questions you will respond to include:

1. Explain how the grant will contribute to your own artistic development (the impact and outcome you hope to achieve with your work and/or career as a result of the grant award).
2. Explain your plan for managing and tracking the progress of your grant award and your long-term sustainability plan (timeline for major milestones, planning already completed, how you will sustain the project and/or your artistic career beyond the grant award)
3. Describe how your work is distinctive.
4. Describe how your work and/or project will help contribute toward building Chattanooga's creative culture.
5. Is there anything else you would like the MakeWork judges to know about you or your work?

Recognition: This section is to be completed online within the application. Applicants may list up to three items per section.

1. Exhibitions, Performances, and/or Publications:

For exhibitions include the exhibit name, venue name, city, state, and year. For performances include the title of the performance, venue name, city, state, and year. For publications include the title of the article, the name of the publication, and the publication date.

2. Commissions, Honors and/or Grant Awards:

For commissions include the name of the commissioner(s), the project title, location and date. For honors include the title of the honor, the institution that awarded the honor, the title of the work represented, and date. For grants include the name of the grant, the institution that awarded the grant, the title of the work represented, and grant period/date.

3. Additional Qualifications or Recognitions:

List any pertinent qualifications or recognitions of your work. Please be specific and include applicable titles, dates, and other supporting information.

References: The references section of the application is located within the online application. List two individuals who would be willing to comment on your work or provide a recommendation. Be sure to include each contact's full name, title or relationship, work, home or cell number, and a valid email address.

Work Samples Description (limited to 100 words): A title and brief description for each work sample you plan to submit must be completed online within the Application Form to aid the jury in their review. This list should be in the same order as the work samples are uploaded onto the application form.

Work Samples: The application must include examples of the artist's work that adequately demonstrate proficiency in his/her given field. Work samples can be uploaded directly to the online application. Applicants must submit five (5) image and/or writing samples. Each file upload may not exceed 1MB.

Or applicants may use video, music and/or other forms of new media as work samples. Such work should not exceed five (5) minutes. If you are submitting video work, the file should not exceed 100MB. **All video submissions should be sent to apply.makework@gmail.com using YouSendIt.com (<https://www.yousendit.com/signup.php>). In the SUBJECT line, write only your first and last name. In the MESSAGE line, enter only the exact title of the piece as it is listed within the application. Applicants should type "YouSendIt" in the "Sample One Title" field of the online application, and then fill out the description field as necessary.**

The following extension types may be submitted: .jpg, .pdf, .doc, .mpg, .mp3, .mov, .m4v, and/or .mp4

Work sample specifications:

Work samples must have been created during the past 1-3 years

Work samples must be labeled in the following format: “##_lastname_firstinitial.filetype”

Example:

o1_adams_j.jpg
o2_adams_j.jpg
o3_adams_j.jpg

- For Performing Arts: limited to five (5) minutes total for all samples. The following extension types will be accepted: .mpg, .mp3, .mov, .m4v, and/or .mp4
- For 2D and 3D Visual Art: limited to five (5) images. The following extension types will be accepted: .jpg, .pdf
- For Literary Arts: limited to five (5) pages of manuscript. The following extension types will be accepted: .jpg, .pdf, .doc
- For Culinary Arts: samples demonstrating work, portfolio, menus or other supporting materials; limited to five (5) pages or five (5) minutes if providing a video or audio demonstration. The following extension types will be accepted: .jpg, .pdf, .doc, .mpg, .mp3, .mov, .m4v, and/or .mp4
- For New Media: limited to five (5) images or five (5) minutes of video or audio demonstration. The following extension types will be accepted: .jpg, .pdf, .doc, .mpg, .mp3, .mov, .m4v, and/or .mp4

Evaluation of Applications

The Jury

Evaluation and selection of grant awardees will be made by a jury panel comprised of professionals in the field of arts and culture, representing a broad range of experience in the performing arts, 2D and 3D visual arts, literary arts, culinary arts and new media. The pool of jurors will be comprised of local and out of town experts. All jurors are independent of CreateHere. Additionally, all applications reviewed by the jury will be anonymously labeled during the jurying process.

Evaluation Criteria

The evaluation criteria in the selection of MakeWork grantees include:

- Overall excellence of the applicant’s artwork and demonstration of exceptional talent
- Applicant’s serious professional commitment to his/her art form as displayed by the application materials
- Contribution of the proposed project to artistic development
- Feasibility of the proposed project as demonstrated in the project narrative and budget
- Contribution of the proposed project to the greater Chattanooga artistic community

Tips to Create a Strong Application

Writing a grant proposal can seem like a daunting task, but if you invest time to carefully plan your entire application, you can improve your chances for success. The following tips will help you pull together a strong application that addresses all of the MakeWork program requirements.

- 1. Review the MakeWork Grant Guide, application requirements and other support materials closely.** It is critical to follow the application instructions and address all of the required application components. To ensure your grant meets all program requirements, review the MakeWork grant requirements several times as you plan your application. Applications that fail to include required proposal sections may not be reviewed by the jury and will receive lower ratings if incomplete. Applicants are strongly encouraged to review all support materials available, including the MakeWork Grant Guide and the Tools and Resources available on the MakeWork website. As you review these materials, take careful notes and highlight important points so you can refer to important sections of the guidelines as you write your application.
- 2. Begin planning early and set a timeline to complete major tasks.** To create a strong grant application, it is important to begin planning early. Start by setting a timeline to complete major tasks for the grant application and plan to complete the full application at least one week prior to the deadline you are targeting (to account for last minute delays that could make you miss the application deadline). By establishing clear deadlines for yourself, you will be able to track your progress and ensure you do not forget important application requirements. In addition, when you begin work on your application early, you will be able to spread the workload over several weeks, instead of rushing to pull together the application in a few days. Applications that are pulled together in a rush can miss important program requirements and are often not of the quality needed to successfully compete in the program. The Application Checklist is a great tool to help you establish a timeline for the grant application and to keep track of items as you complete them.
- 3. Contact your two references early in your planning.** Securing strong references will strengthen your entire application. Each reference should be an individual in your field of art who knows your current work well. It is important that you identify and contact your two references early in your planning. Provide each reference with background on the grant application you are writing.
- 4. Write concise, specific and creative responses for the Grant Description and Narrative.** The MakeWork application form allows just 200 words for each response to the Grant Description and Narrative. It is important that you use this space wisely by writing

concise, specific and creative responses. When writing your responses, think carefully about the evaluation criteria and how best to stand out as an artist to the jury who will review your application. The jury should be able to clearly envision the scope and impact of your project, as well as your professionalism and the overall quality of your artwork.

5. Seek input on your application draft from friends and colleagues. It is important to have at least 2-3 friends or colleagues review your grant application prior to submission to provide input on the overall focus and clarity of your application, specifically the Project Narrative section. Because you are so familiar with your own work and grant plans, you may leave out key details critical to the grant application. The individuals who review your grant can help you identify any missing details and provide you with an honest assessment of the quality of the application. To aid your friends and colleagues with the review, provide a copy of the submission requirements and evaluation criteria to be used by the jury.

6. Proofread all of your final application materials closely. Your MakeWork grant application should reflect professionalism and artistic quality in all submitted materials. Before final submission, proofread all documents carefully for typos and grammatical errors. It is a good idea to have a friend or colleague assist with a final proofread of all application materials, as well. Excessive typos and grammatical errors will detract from the overall quality of the application and will result in a lower score from the jury.

7. Keep track of your application with the MakeWork application checklist. The Application Checklist in the MakeWork Grant Guide was created to help applicants keep track of major program requirements. Applicants are strongly encouraged to use this checklist when conducting a final review of their application to ensure all program requirements have been met.

8. Meet all application deadlines and requirements. One of the most common reasons applicants are denied funding is failure to meet program deadlines and requirements. Before final submission of your application, check over all of your files carefully and ensure you have followed instructions exactly as outlined in the MakeWork Grant Guide. It is also a good idea to submit your proposal at least a few days before the deadline you are targeting in case you have any technical difficulties.

Budget Planning

Planning a project budget can be challenging because it can be difficult to foresee every expense you might incur when you implement your grant. However, to strengthen your application, it is critical to provide a budget that is organized, descriptive and as specific as possible at this phase of your project planning. A well-planned budget will aid the jury in the evaluation of your proposal and will improve the entire application. The following tips will help guide you in developing a strong budget.

1. Make a list of all possible expenses for your grant as you plan. As you plan the activities for your grant application, begin planning the budget, which will ensure you create a

project that is feasible to implement in the one-year award period. For each activity you plan to propose, consider the effort, supplies, equipment, travel or other expenses that will be required. If the budget grows beyond the award maximum, you may need to consider scaling back your project or finding additional funding sources to commit to the project.

2. Make a list of all expenses you will cover in addition to the grant award. Providing matching funds is not a requirement for the MakeWork program, but some grants may require additional funding beyond the MakeWork grant award due to the project scope. If your project will cost more than the award maximum of \$15,000, you will need to identify and clearly describe the additional funding sources you have available to ensure the project is a success. The MakeWork budget form provides space for applicants to describe additional funding sources, which will help the jury in assessing the feasibility of the grant.

3. Be specific in justifying each expense. A budget should directly link to the activities proposed and be based on realistic numbers related to each project expense. It is best to provide budget estimates using formulas and a descriptive justification for each expense. Below are several examples to illustrate effective budget planning. These examples are not in the same format as the MakeWork budget form, but do show the level of detail you should include when describing each expense.

Salary: The creative work for this project will take place from July-August, 2011, with a goal to complete a new series of at least five paintings by the end of August. Funds are budgeted to cover effort committed to the proposed project at 20 hours per week X 16 weeks X \$25/hour (\$8,000). The hourly rate is a conservative estimate based on rates charged in prior grant applications and the rate established in my business plan.

Supplies: The project will require several supplies: 6 canvases at an estimated cost of \$40/canvas (\$240). To allow creative license for the series, canvas sizes will be determined as the project is more fully conceptualized. Paint supplies at an estimated cost of \$100/month X 4 months (\$400).

Travel: Travel costs associated with the production of the new series are included at an estimated 100 miles a month X 0.42 per mile X 4 months (\$168). The mileage rate is based on the current rate used for several nonprofits in Chattanooga.

4. Check your numbers carefully. Just as typos and grammatical errors can impact the professionalism of your work, budget miscalculations will reflect poorly on your project planning. Before inputting your budget descriptions and numbers into the MakeWork budget form, be sure to check your formulas and calculations closely. If a miscalculation results in a lower grant than you intended, the award cannot be adjusted later because of a miscalculation by the applicant.

5. Seek advice from friends and colleagues. When you ask your friends and colleagues to review your grant application, ask for feedback on the budget. Often, outside reviewers will identify items you may have forgotten to include or miscalculations you did not catch.

Application Checklist

The checklist below will help you track your progress in completing each step of the MakeWork application process. A complete application must include all of the items listed. Check each box that applies.

- 1. Application Form:** Complete this form online at createhere.org/makework
- 2. Grant Title:** Provide a descriptive, creative project title within the Application Form (limited to 75 characters)
- 3. Grant Description:** Complete the Grant Description online within the Application Form (limited to 200 words)
- 4. Grant Budget:** Complete the Grant Budget online within the Application Form.
- 5. Narrative:** Complete the Supplemental Narrative online within the Application Form (answer each of the following questions in 200 words or less).
- 6. Recognition:** Complete the Accreditations section online within the Application Form.
- 7. References:** Complete the References section online within the Application Form.
- 8. Work Samples Description (limited to 100 words):** A title and brief description for each work sample you plan to submit must be completed online within the Application Form.
- 9. Work Samples Upload (up to 5 files or 5 minutes):** Upload all work samples within the online Application Form. Work samples must follow specifications as outlined in the submission requirements.
- 10. Application Fee:** The required application fee applicable to your deadline date should be postmarked by the corresponding application deadline: May 7, 2010 (\$30) or May 14, 2010 (\$45). The application fee can be paid via check or money order.